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10/665,396

09/22/2003

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EXAMINER

DWIVEDI, MAHESH H

ART UNIT

PAPER NUMBER

2168

MAIL DATE

DELIVERY MODE

05/09/2007

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

**Office Action Summary**

Application No.

10/665,396

Applicant(s)

KATAOKA ET AL.

Examiner

Mahesh H. Dwivedi

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 26 February 2007.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-11 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-11 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 22 November 2003 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)          | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____  | 6) <input type="checkbox"/> Other: _____                          |

## DETAILED ACTION

### *Continued Examination Under 37 CFR 1.114*

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 09/08/2006 has been entered.

### *Remarks*

2. Receipt of Applicant's Amendment, filed on 02/26/07, is acknowledged. The amendment includes the amending of claims 1-11. The examiner further wishes to state that foreign priority of 09/19/2002 is accepted in the instant application.

### *Claim Rejections - 35 USC § 101*

3. 35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

4. Claims 8-11 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter. The examiner specifically points to "**computer program comprising instructions**" as being directed towards nonstatutory subject matter.

The claims lack the necessary physical articles or objects to constitute a machine or a manufacture within the meaning of 101. They are clearly not a series of steps or acts to be a process nor are they a combination of chemical compounds to be a composition of matter. As such, they fail to fall within a statutory category. They are, at best, function descriptive material *per se*.

### *Claim Rejections - 35 USC § 102*

5. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

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(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

6. Claims 1-11 are rejected under 35 U.S.C. 102(b) as being anticipated by **Bezos et al.** (European Patent Application EP 0 927 945, published on 07 July 1999).

7. Regarding claim 1, **Bezos** teaches a system comprising:

A) an address data storing unit which stores destination address data of candidates for a recipient of merchandise (Paragraph 28, Figure 10);

B) wherein the destination address data is categorized based on orderer's groups to which each of the orderers for merchandise belongs, and identification data unique to each of the orderers (Paragraphs 15, 17, and 28, Figures 9A-9B, 10);

C) an identification data receiving unit which receives the identification data of the orderers from at least one orderer's terminal (Paragraphs 15, 17, 28-30, Figures 9A-9B, 10);

D) an address data extracting unit which extracts the destination address data from said address data storing unit (Paragraphs 28-30, Figures 9A-9B, 10); and

E) an address data output processing unit which outputs the destination address data extracted by said address data extracting unit to respective one of said orderer's terminal (Paragraphs 17, 27-30, 35, and 40 Figures 9A-9B, 10, and 19);

F) wherein said identification data receiving unit comprises a first specification processing unit which specifies an orderer's group to which an orderer who has input a order for merchandise belongs, based on a characteristic parameter of said orderer's terminal (Paragraphs 15, 17, and 28, Figures 9A-9B, 10); and

G) said address data extracting unit comprises a second specification processing unit which specifies destination address data to be extracted based on the identification data received by said identification data receiving unit and the orderer's group specified by said first specification processing unit (Paragraphs 15, 17, and 28, Figures 9A-9B, 10).

The examiner notes that **Bezos** teaches “**an address data storing unit which stores destination address data of candidates for a recipient of merchandise**” as “To effect the giving of the item to multiple recipients who are associated with the group

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name, the user inputs a name of the group that identifies the recipients into the group name subsection 902b" (Paragraph 28, lines 9-13), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos teaches "wherein the destination address data is categorized based on orderer's groups to which each of the orderers for merchandise belongs, and identification data unique to each of the orderers"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the

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customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches "**an identification data receiving unit which receives the identification data of the orderers from at least one orderer's terminal**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17). The examiner further notes that **Bezos** teaches "**an address data extracting unit which extracts the destination address data from said address data storing unit**" as "When the system is requested to give an item to each recipient associated with a group, the system uses the information stored for each recipient to

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identify information need to effect the delivery of the gift" (Paragraph 28, lines 26-30).

The examiner further notes that **Bezos** teaches **"an address data output processing unit which outputs the destination address data extracted by said address data extracting unit to respective one of said orderer's terminal"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step

1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57). The examiner further notes that **Bezos** teaches "**wherein said identification data receiving unit comprises a first specification processing unit which specifies an orderer's group to which an orderer who has input a order for merchandise belongs, based on a characteristic parameter of said orderer's terminal**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that



**Bezos** teaches “said address data extracting unit comprises a second specification processing unit which specifies destination address data to be extracted based on the identification data received by said identification data receiving unit and the orderer’s group specified by said first specification processing unit” as “To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer’s assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table” (Paragraph 17), and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common” (Paragraph 28, lines 35-41).

Regarding claim 2, **Bezos** further teaches a system comprising:

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- A) a change request receiving unit which receives identification data of the orderer (Paragraphs 25 and 28, Figures 8A-8C, 10); and
- B) a request for changing the destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10);
- C) a change processing unit which changes the destination address data in said address data storing unit, in response to the request received from said change requesting receiving unit. (Paragraphs 25 and 28, Figures 8A-8C, 10);
- D) wherein: the request received from said change request receiving unit comprises a first request for inserting destination address data and a second request for deleting destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10); and
- E) said change processing unit inserts new destination address data corresponding to the identification of the orderer to the destination address data stored in said address data storing unit, when said change request receives said first request and deletes a part of or the whole destination address data stored corresponding to the orderer in said address data storing unit, when said change request receiving unit receives said second request (Paragraphs 25 and 28, Figures 8A-8C, 10).

The examiner notes that **Bezos** teaches “**a change request receiving unit which receives identification data of the orderer**” as “When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field” (Paragraph 25 lines 16-19) and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item” (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches “**a request for changing the destination address data**” as “When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field” (Paragraph 25 lines 16-19), “Figure 10 illustrates a grid for creation of a group and

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the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches "**a change processing unit which changes the destination address data in said address data storing unit, in response to the request received from said change requesting receiving unit**" as "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches "**wherein: the request received from said change request receiving unit comprises a first request for inserting destination address data and a second request for deleting destination address data**" as "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19), "Figure 10 illustrates a grid

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for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **"said change processing unit inserts new destination address data corresponding to the identification of the orderer to the destination address data stored in said address data storing unit, when said change request receives said first request and deletes a part of or the whole destination address data stored corresponding to the orderer in said address data storing unit, when said change request receiving unit receives said second request"** as "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44).

Regarding claim 3, **Bezos** further teaches a system comprising:

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- A) wherein the destination address stored in said storing unit comprises recipient data that shows at least one recipient of merchandise (Paragraphs 27-30, Figures 9A-9B, 10); and
- B) payer data that shows at least one payer of merchandise (Paragraphs 17, 27-30, Figures 9A-9B, 10);
- C) said address data extracting unit comprises a read processing unit which reads the recipient data and the payer data from said address data storing unit, in accordance with the identification data of the orderer received by said identification data receiving unit (Paragraphs 17, 27-30, Figures 9A-9B, 10); and
- D) said address data output unit sends the recipient data and the payer data read by said read processing unit, to said orderer's terminal (Paragraphs 17, 27-30, 35, and 40 Figures 9A-9B, 10, and 19).

The examiner notes that **Bezos** teaches “**wherein the destination address stored in said storing unit comprises recipient data that shows at least one recipient of merchandise**” as “The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address” (Paragraph 27 lines 58, 1-4), “To effect the giving of the item to multiple recipients who are associated with the group name, the user inputs a name of the group that identifies the recipients into the group name subsection 902b” (Paragraph 28, lines 9-13), “Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients” (Paragraph 28, lines 15-26), and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common” (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches “**payer data that shows at least one payer of merchandise**” as “To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the

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purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4). The examiner further notes that **Bezos teaches "said address data extracting unit comprises a read processing unit which reads the recipient data and the payer data from said address data storing unit, in accordance with the identification data of the orderer received by said identification data receiving unit"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system

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could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches "**said address data output unit sends the recipient data and the payer data read by said read processing unit, to said orderer's terminal**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client

identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57).

Regarding claim 4, **Bezos** teaches a method comprising:

- A) storing destination address data of candidates for a recipient of merchandise, categorized based on orderer's groups to which each of orderers for merchandise belongs, and identification data unique to each of the orderers, in a storing unit (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);
- B) specifying an orderer's group to which an orderer who has input an order for merchandise belongs, based on a characteristic parameter of a orderer's terminal (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);



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C) receiving identification data of the orderer from said orderer's terminal (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);

D) reading destination address data, corresponding to the received identification data and the specified orderer's group, from said storing unit (Paragraphs 17, 27-30, 35, and 40 Figures 9A-9B, 10, and 19); and

E) providing the destination address data read from said storing unit to said orderer's terminal (Paragraphs 17, 27-30, 35, and 40 Figures 9A-9B, 10, and 19).

The examiner notes that **Bezos** teaches "**storing destination address data of candidates for a recipient of merchandise, categorized based on orderer's groups to which each of orderers for merchandise belongs, and identification data unique to each of the orderers, in a storing unit**" as To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "Alternatively, a single address book for a user containing the

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information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **"specifying an orderer's group to which an orderer who has input an order for merchandise belongs, based on a characteristic parameter of a orderer's terminal"** as To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups

that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches "**receiving identification data of the orderer from said orderer's terminal**" as To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches "**reading destination address data, corresponding to the**

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**received identification data and the specified orderer's group, from said storing unit** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that

the gift order has been accepted" (Paragraph 35, lines 45-57). The examiner further notes that **Bezos** teaches "**providing the destination address data read from said storing unit to said orderer's terminal**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies

the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57).

Regarding claim 5, **Bezos** further teaches a method comprising:

- A) receiving a request for changing the identification data of the orderer, and the destination address data, from said orderer's terminal (Paragraphs 25 and 28, Figures 8A-8C, 10);
- B) inserting new destination address data, corresponding to the identification data of the orderer, to the destination address data stored in said storing unit, when the request received from said orderer's terminal is a first request for inserting destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10); and
- C) deleting a part of or the whole destination address data stored corresponding to the orderer in said storing unit, when the request received from said orderer's terminal is a second request for deleting destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10).

The examiner notes that **Bezos** teaches **"receiving a request for changing the identification data of the user, and the address data, from said user terminal"** as "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **"inserting new address data, corresponding to the identification data of the user, to the address data stored in said address data storing unit, when the request received from said user terminal is a first request for inserting address data"** as "Figure 10 illustrates a grid for creation of a group and the entry of identifying

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information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **"deleting a part of or the whole address data stored corresponding to the user in said address data storing unit, when the request received from said user terminal is a second request for deleting address data"** as "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44).

Regarding claim 6, **Bezos** further teaches a method comprising:

- A) wherein the destination address stored in said storing unit comprises recipient data that shows at least one recipient of merchandise (Paragraphs 27-30, Figures 9A-9B, 10); and
- B) payer data that shows at least one payer of merchandise (Paragraphs 17, 27-30, Figures 9A-9B, 10).

The examiner notes that **Bezos** teaches “**wherein the destination address stored in said storing unit comprises recipient data that shows at least one recipient of merchandise**” as “The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address” (Paragraph 27 lines 58, 1-4), “To effect the giving of the item to multiple recipients who are associated with the group name, the user inputs a name of the group that identifies the recipients into the group name subsection 902b” (Paragraph 28, lines 9-13), “Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients” (Paragraph 28, lines 15-26), and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common” (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches “**payer data that shows at least one payer of merchandise**” as “To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In



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step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4).

Regarding claim 7, **Bezos** further teaches a method comprising:

- A) reading the recipient data and the payer data stored in said storing unit are read, in accordance with the identification data of the orderer received from said orderer's terminal (Paragraphs 17, 27-30, Figures 9A-9B, 10); and
- B) the read recipient data and the payer data are sent to said orderer's terminal (Paragraphs 27-30, 35, and 40 Figures 9A-9B, 10, and 19).

The examiner notes that **Bezos** teaches "**reading the recipient data and the payer data stored in said storing unit are read, in accordance with the identification data of the orderer received from said orderer's terminal**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the

client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches **"the read recipient data and the payer data are sent to said orderer's terminal"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the

server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied... In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57).

Regarding claim 8, **Bezos** teaches a computer program comprising:

- A) storing destination address data of candidates for a recipient of merchandise, categorized based on orderer's groups to which each of orderers for merchandise belongs, and identification data unique to each of the orderers, in a storing unit (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);
- B) specifying an orderer's group to which an orderer who has input an order for merchandise belongs, based on a characteristic parameter of an orderer's terminal (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);
- C) receiving identification data of the orderer from said orderer's terminal (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);
- D) reading destination address data, corresponding to the received identification data and the specified orderer's group, from said storing unit (Paragraphs 17, 27-30, 35, and 40 Figures 9A-9B, 10, and 19); and
- E) providing the destination address data read from said storing unit to said orderer's terminal (Paragraphs 17, 27-30, 35, and 40 Figures 9A-9B, 10, and 19).

The examiner notes that **Bezos** teaches “**storing destination address data of candidates for a recipient of merchandise, categorized based on orderer’s groups to which each of orderers for merchandise belongs, and identification data unique to each of the orderers, in a storing unit**” as “To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer’s assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table” (Paragraph 17) and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item” (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches “**specifying an orderer’s group to which an orderer who has input an order for**

**merchandise belongs, based on a characteristic parameter of an orderer's terminal**" as To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches "**receiving identification data of the orderer from said orderer's terminal**" as To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the

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server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches "**reading destination address data, corresponding to the received identification data and the specified orderer's group, from said storing unit**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-

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specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57). The examiner further notes that **Bezos** teaches "**providing the destination address data read from said storing unit to said orderer's terminal**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer

using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57).

Regarding claim 9, **Bezos** further teaches a computer program comprising:  
A) receiving a request for changing the identification data of the orderer, and the destination address data, from said orderer's terminal (Paragraphs 25 and 28, Figures 8A-8C, 10);



- B) inserting new destination address data, corresponding to the identification data of the orderer, to the destination address data stored in said storing unit, when the request received from said orderer's terminal is a first request for inserting destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10); and
- C) deleting a part of or the whole destination address data stored corresponding to the orderer in said storing unit, when the request received from said orderer's terminal is a second request for deleting destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10).

The examiner notes that **Bezos** teaches **“receiving a request for changing the identification data of the user, and the address data, from said user terminal”** as “When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field” (Paragraph 25 lines 16-19) and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item” (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **“inserting new address data, corresponding to the identification data of the user, to the address data stored in said address data storing unit, when the request received from said user terminal is a first request for inserting address data”** as “Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients” (Paragraph 28, lines 15-26) and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition,

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a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **"deleting a part of or the whole address data stored corresponding to the user in said address data storing unit, when the request received from said user terminal is a second request for deleting address data"** as "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44).

Regarding claim 10, **Bezos** further teaches a computer program comprising:

- A) wherein the destination address stored in said data storing unit comprises recipient data that shows at least one recipient of a merchandise (Paragraphs 27-30, Figures 9A-9B, 10); and
- B) payer data that shows at least one payer of merchandise (Paragraphs 17, 27-30, Figures 9A-9B, 10).

The examiner notes that **Bezos** teaches **"wherein the destination address stored in said data storing unit comprises recipient data that shows at least one recipient of a merchandise"** as "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "To effect the giving of the item to multiple recipients who are associated with the group name, the user inputs a name of the group that identifies the recipients into the group name subsection 902b" (Paragraph

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28, lines 9-13), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches "**payer data that shows at least one payer of merchandise**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4).

Regarding claim 11, **Bezos** further teaches a computer program comprising:

- A) reading the recipient data and the payer data from said storing unit, in accordance with the identification data of the orderer received from said orderer's terminal (Paragraphs 17, 27-30, Figures 9A-9B, 10); and
- B) sending the recipient data and the payer data read from said storing unit, to said orderer's terminal (Paragraphs 27-30, 35, and 40 Figures 9A-9B, 10, and 19).

The examiner notes that **Bezos** teaches “**reading the recipient data and the payer data from said storing unit, in accordance with the identification data of the orderer received from said orderer's terminal**” as “To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table” (Paragraph 17), “The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address” (Paragraph 27 lines 58, 1-4), and

"Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches **"sending the recipient data and the payer data read from said storing unit, to said orderer's terminal"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the

maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57).

### ***Response to Arguments***

8. Applicant's arguments filed on 02/26/2007 have been fully considered but they are not persuasive.

Applicant argues on page 6, that **"Bezos teaches that multiple recipients are associated with the group name of the recipients themselves, not with the orderer"**. However, the examiner further wishes to point to Paragraph 28 of **Bezos** which states "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further wishes to state that the address book of **Bezos** clearly is associated with only the orderer, since the address book is the personal address book of the orderer. Moreover, the use of multiple groups having common recipients shows that only the orderer is associated with each of those multiple groups.

Applicant argues on page 7, that **"Therefore, in the combination defined by the amended claims 1, there is no requirement that the orderer must input the name of the orderer's group. The orderer can obtain destination address data of candidates for a recipient even when the orderer cannot input the group name"**. However, the examiner further wishes to point to Paragraphs 17 and 28 of **Bezos** which state "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then

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the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further wishes to state that the client identifier of **Bezos** clearly is a characteristic parameter of the orderer's terminal associated with the single-action ordering, and that the use of address books of the orderer for gift-giving is associated with the single-action ordering.

Applicant argues on page 7, that **"Therefore, in clear contrast to Amazon, the present invention decreases the data traffic and workload. Neither Bezos nor Amazon teach or suggest a combination including a feature corresponding to the first specification processing unit defined by the amended claims"**. In response to applicant's argument that the references fail to show certain features of applicant's invention, it is noted that the features upon which applicant relies (i.e., "decreasing data

traffic and workload”) are not recited in the rejected claim(s). Although the claims are interpreted in light of the specification, limitations from the specification are not read into the claims. See *In re Van Geuns*, 988 F.2d 1181, 26 USPQ2d 1057 (Fed. Cir. 1993). Moreover, the examiner further wishes to point to Paragraphs 17 and 28 of **Bezos** which state “To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table” (Paragraph 17) and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item” (Paragraph 28, lines 35-44). The examiner further wishes to state that **Bezos** clearly broadly teaches the first specification processing unit.



Applicant argues on page 7, that **“neither Bezos nor Amazon teach or suggest how to specify other members of the group”**. However, the examiner further wishes to point to Paragraph 28 of **Bezos** which states “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common” (Paragraph 28, lines 35-41). The examiner further wishes to state that the address book of **Bezos** clearly is associated with only the orderer, since the address book is the personal address book of the orderer. Moreover, the use of multiple groups having common recipients shows that only the orderer is associated with each of those multiple groups, and that by using an address book with multiple groups, the single-action ordering allows for sending gifts to different groups.

Applicant argues on page 7, that **“neither Bezos nor Amazon teach or suggest a combination including “an address data storing unit which stores destination address data of candidates for a recipient of merchandise”**. However, the examiner further wishes to point to Paragraph 28 of **Bezos** which states “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common” (Paragraph 28, lines 35-41). The examiner further wishes to state that the address book of **Bezos** clearly stores destination address data, since the address book is the personal address book of the orderer.

Applicant argues on page 7, that **“neither Bezos nor Amazon teach or suggest configuration of destination address data which is “categorized based on orderer’s groups and identification data””**. However, the examiner further wishes to point to Paragraph 28 of **Bezos** which states “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in

the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further wishes to state that the address book of **Bezos** clearly is associated with only the orderer, since the address book is the personal address book of the orderer. Moreover, the use of multiple groups having common recipients shows that only the orderer is associated with each of those multiple groups, and that maintaining that address book (with members involved in multiple groups) is analogous to categorizing and organizing it.

### ***Conclusion***

9. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

U.S. Patent 7,006,989 issued to **Bezos et al.** on 28 February 2006. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. PG PUB 2001/0049636 issued to **Hudda et al.** on 06 December 2001. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. Patent 6,493,742 issued to **Holland et al.** on 10 December 2002. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. Patent 6,609,106 issued to **Robertson** on 19 August 2003. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. Patent 7,013,292 issued to **Hsu** on 14 March 2006. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. PG PUB 2002/0111842 issued to **Miles** on 15 August 2002. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

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U.S. PGPUB 2002/0032613 issued to **Buettgenbach et al.** on 14 March 2002. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).


U.S. Patent 6,618,753 issued to **Holland et al.** on 09 September 2003. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).


**Contact Information**


10. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Mahesh Dwivedi whose telephone number is (571) 272-2731. The examiner can normally be reached on Monday to Friday 8:20 am – 4:40 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tim Vo can be reached (571) 272-3642. The fax number for the organization where this application or proceeding is assigned is (571) 273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

  
April 23, 2007

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